

Florida Keys Council of the Arts

From: Shirley Freeman [svfkw@bellsouth.net]
Sent: Monday, December 23, 2002 10:36 AM
To: Monica Haskell
Subject: FKCA CU Application showing revisions.doc



MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
APPLICATION FOR CULTURAL EVENT FUNDING
October 1, 2003 through September 30, 2004

~~Please submit one (1) original notarized in two places as shown and six (6) copies of the completed application form along with letters of approval from the agencies of record. Please number pages. The page numbers should be the same as this application. Pages may be inserted as needed. Number inserted pages the same as the page before plus sub-numbers. Example 2.1; 2.2; 2.3~~

NAME _____ OF _____ PROPOSED _____ ENAME _____ OF _____ EVENT:

VENUE (location/city): _____

DATE(S) OF EVENT: _____

AMOUNT REQUESTED: _____
Maximum request: \$25,000.00

I. ~~EVENT SPONSOR-PRODUCER INFORMATION~~ ~~(In many cases, the event producer and the event are the same, for example : Marathon Community Theater. In other cases, they are different, for example: the Pigeon Key Arts Festival is the event, the Pigeon Key Foundation is the producer.~~

A. ~~A-NAME OF EVENT SPONSOR PRODUCER~~

B. _____

ADDRESS: _____

TELEPHONE _____ NUMBER: _____ FAX: _____ EMAIL _____

~~FAX NUMBER:~~ _____

YEAR LEGALLY ESTABLISHED: _____

FEDERAL IDENTIFICATION _____ NUMBER OR SOCIAL SECURITY _____ NUMBER:

SUMMARIZE _____ EVENT _____ SPONSOR _____ PRODUCER HISTORY:

B. CONTACT PERSON (should be familiar with application and authorized to speak for event sponsor):

ADDRESS: _____

TELEPHONE NUMBER: _____ FAX _____ EMAIL _____

FAX NUMBER: _____

E MAIL ADDRESS: _____

ALTERNATE CONTACT PERSON: _____

ADDRESS: _____

TELEPHONE _____ NUMBER: _____ FAX _____

EMAIL _____

FAX NUMBER: _____

C. List name of President and other individuals authorized to execute contracts and otherwise act on behalf of event sponsor:

Name	Title
------	-------

D. List staff members including volunteers responsible for administering and organizing this event with evidence of their qualifications and capabilities to accommodate the demands of the event.

Name	Qualifications	Capabilities
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E. Insert producers's total budget and financial statement ,compilation, review or audit for the last completed fiscal year. Number as page 2.1, 2.2 etc.

II. EVENT HISTORY

E. A. Number of years this event has been produced: _____

3rd year and beyond – 1

2nd year event – 2

1st year event – 3 _____ 1 2 3

~~423~~

FB. List previous funding of this event from the Monroe County Tourist Development Council and by any other state or federal agencies. ~~and by any other State or Federal agencies:~~

Source of funding	Amount Requested	Amount Received	Year

III. Proposed Event InformationII. ~~CRITERIA FOR EVALUATION~~

A. MONTH(s) TIMING OF EVENT (Please circle the appropriate month. Shoulder and off-season events will receive higher scoring):

January	4	July	4
February	1	August	4
March	1	September	5
April	1	October	5
May	3	November	5
June	5	December (1-20)	5

1 2 3 4 5

B. Number of days of event per year

One day	1	
2-7 days	2	
8-30 days	3	
31-60 days	4	
more than 60 days	5	1 2 3 4 5

C. Narrative Summary of Event**NARRATIVE SUMMARY OF EVENT**

(Outline goals and objectives and describe in detail the proposed event.(What are you going to do and how are you going to do it?):

1 2 3 4 5

Budget Information

~~Replace this page with pages IV-69 and IV-70 in TDC Manual~~

III.V. A. FINANCIAL INFORMATION:

BE SURE YOUR INCOME AND EXPENSE BUDGET (EXHIBIT C) LISTS ALL COSTS TO YOUR ORGANIZATION. EACH TDC ALLOWABLE EXPENDITURE SHOULD BE LISTED SEPARATELY.

ALLOWABLE EXPENDITURES:

NEWSPAPER AND MAGAZINE ADS: List all publications where advertising will be placed. It is important that your ads are well balanced: the majority should be placed outside your district to encourage visitation and there should be some ads placed locally to encourage extended stay and provide visitors with information.

RADIO ADS: List all stations where advertising will be placed. Again, make sure ads are placed where visitors from outside your district will be made aware of your program.

BROCHURES: It is recommended that brochures be of weight and size that allows them to be placed in a standard rack and allows them to be mailed in a standard envelope with one stamp.

DIRECT MAIL PIECE AND POSTAGE: The cost of mailing items outside your district.

POSTERS: It is recommended that posters are of a reasonable size and cost. Distribution plans should be outlined.

STREET BANNERS: It is encouraged that reusable materials are purchased.

LOGO DESIGN: All artwork becomes the property of the Tourist Development Council. Copyrighted artwork that is being purchased has to be approved by the Umbrella. List artist to be contracted.

TABLE TENTS: List restaurants where tents will be distributed.

AWARDS: Must list the area and should be distributed to groups from outside region.

PROGRAM: Must be a promotional item. List distribution plans. If advertising is sold, the revenue raised must be deducted from the cost of the brochure.

PROFESSIONAL PHOTOGRAPHERS: Photos for brochures, programs, and publicity photographs must be approved by the advertising and public relations agencies *prior to being taken*.

TV ADVERTISING: List stations and audience. Majority of placement should reach an audience outside the district.

ADVERTISING THROUGH THE INTERNET: Event-specific web pages may be submitted as part of the event advertising plan. Event-specific home pages will be featured on the TDC website only. Banner-style advertising is restricted to a hyperlink to the TDC website only. Production costs of the event-specific home page will be paid to third-party vendors. Pages produced by a third-party vendor must meet the TDC standards as set by floridakeys.com (telephone 305-292-1880).

B.**EXHIBIT C**

~~(SAMPLE FORMAT) TO BE USED~~
STATEMENT OF INCOME & EXPENSE
FOR ACTUAL EVENT

This is a guideline. Individual items listed can be changed to fit your event's expenditures and income.

EVENT (actual event, not sponsoring organization): _____

DATE: _____

INCOME FROM SALES & EVENTS

	Projected	FY _____	FY _____
T-SHIRTS	\$ _____	\$ _____	\$ _____
FOOD	\$ _____	\$ _____	\$ _____
BEVERAGE	\$ _____	\$ _____	\$ _____
BOOTH RENTAL	\$ _____	\$ _____	\$ _____
PHOTO CONTEST	\$ _____	\$ _____	\$ _____
ENTRY FEES	\$ _____	\$ _____	\$ _____
OTHER	\$ _____	\$ _____	\$ _____
A) TOTAL INCOME FROM SALES & EVENTS	\$ _____	\$ _____	\$ _____
COST OF GOODS & EVENTS			
T-SHIRTS	\$ _____	\$ _____	\$ _____
FOOD	\$ _____	\$ _____	\$ _____
BEVERAGE	\$ _____	\$ _____	\$ _____
TENT COST	\$ _____	\$ _____	\$ _____
PRIZES	\$ _____	\$ _____	\$ _____
OTHER	\$ _____	\$ _____	\$ _____
B) TOTAL COST OF GOODS AND EVENTS	\$ _____	\$ _____	\$ _____
C) GROSS PROFIT = (A) MINUS (B)			
OTHER INCOME:			
TDG A9 CULTURAL UMBRELLA SPONSORS/CONTRIBUTIONS	\$ _____	\$ _____	\$ _____
HOTEL ASSOC. GRANTS (DO NOT INCLUDE IN-KIND)	\$ _____	\$ _____	\$ _____
DB) TOTAL OTHER INCOME	\$ _____	\$ _____	\$ _____
E) NET INCOME = (D) PLUS (C)	\$ _____	\$ _____	\$ _____

~~NOTE: This is a guideline. Individual items listed can be changed to fit your event's expenditures and income.~~

Cultural Umbrella Funds for the proposed fy are _____ % of Total Income? (A divided by B)

OPERATING EXPENSES Projected FY _____ FY _____

ADVERTISING & PROMOTION

PROMOTION	\$ _____	\$ _____	\$ _____
a. TV	\$ _____	\$ _____	\$ _____
b. Newspapers	\$ _____	\$ _____	\$ _____
c. Magazine	\$ _____	\$ _____	\$ _____
d. Brochures	\$ _____	\$ _____	\$ _____
e. Other	\$ _____	\$ _____	\$ _____

* ADVERTISING & PROMOTION

- a. Media Advertising
- b. Brochures, posters, programs
- c. Direct Mail & postage
- d. Photo program
- e. Public Relations
- f. Promotional Items (T-shirts, caps, jackets)
- g. General non-allocated

MOVE TO OTHER PAGE

SECURITY/CROWD

CONTROL	\$ _____	\$ _____	\$ _____
SET-UP & CLEAN UP	\$ _____	\$ _____	\$ _____
EQUIPMENT RENTAL	\$ _____	\$ _____	\$ _____
INSURANCE	\$ _____	\$ _____	\$ _____
OFFICE EXPENSES	\$ _____	\$ _____	\$ _____
POSTAGE	\$ _____	\$ _____	\$ _____
RENT	\$ _____	\$ _____	\$ _____
DIRECTOR'S FEES	\$ _____	\$ _____	\$ _____
SALARIES	\$ _____	\$ _____	\$ _____
MISCELLANEOUS	\$ _____	\$ _____	\$ _____
OTHER	\$ _____	\$ _____	\$ _____

F) TOTAL OPERATING
EXPENSES

\$ _____	\$ _____	\$ _____
----------	----------	----------

G) NET PROFIT -

(E) MINUS (F)

NET PROFIT/LOSS

\$ _____	\$ _____	\$ _____
----------	----------	----------

RETAINED PROFIT

(BEGINNING)

\$ _____	\$ _____	\$ _____
----------	----------	----------

RETAINED PROFIT

(ENDING)

\$ _____	\$ _____	\$ _____
----------	----------	----------

Treasurer

SWORN AND SUBSCRIBED before me this _____ day of _____, 20 _____.

My Commission Expires: _____

Notary Public at Large
State of Florida (SEAL)

*Cultural Umbrella funds may be spent only for advertising and promotion.

EXHIBIT-BA

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
CULTURAL UMBRELLA EVENT FUNDS
BUDGET BREAKDOWN~~SUMMARY~~

~~TOURIST DEVELOPMENT COUNCIL~~
~~CULTURAL UMBRELLA FUNDS~~
~~BUDGET BREAKDOWN~~

FISCAL YEAR ~~2003~~2004

EVENT NAME: _____

~~MEDIA ADVERTISING~~~~DIRECT MAIL & POSTAGE~~ \$ _____

BROCHURES, POSTERS, PROGRAMS \$ _____

~~DIRECT MAIL & POSTAGE~~ ~~PUBLIC RELATIONS~~ \$ _____

PHOTO PROGRAM \$ _____

~~PUBLIC RELATIONS~~~~MEDIA ADVERTISING~~ \$ _____

PROMOTIONAL ITEMS
(T-SHIRTS, CAPS, JACKETS, ETC) \$ _____

~~GENERAL - NON ALLOCATED~~~~MISCELLANEOUS*~~ \$ _____

TOTAL \$ _____

~~*GENERAL - NON ALLOCATED - MISCELLANEOUS IS NOT TO EXCEED 15% OF THE EVENT'S TOTAL BUDGET.~~

ACTUAL EXPENDITURES MAY DEVIATE NO MORE THAN 10% FROM THIS BUDGET.

THE MAXIMUM REQUEST CAP IS \$25,000.00.

FUNDS ARE PAID ON A REIMBURSEMENT BASIS.

ALL PRINT AND TELEVISION MATERIALS MUST DISPLAY THE CURRENT TDC LOGO.

ALL BROADCAST ADVERTISING PLACED OUTSIDE MONROE COUNTY MUST INCLUDE THE LINE
"SPONSORED IN PART BY THE FLORIDA KEYS AND KEY WEST."

ALL BROADCAST ADVERTISING PLACED INSIDE MONROE COUNTY MUST INCLUDE THE LINE
"SPONSORED IN PART BY THE MONROE COUNTY TOURIST DEVELOPMENT COUNCIL."

IF FUNDED, EXHIBITS A AND B WILL BECOME PART YOU'RE YOUR CONTRACT AND TRANSMITTED TO
THE OFFICE OF THE CLERK OF THE COURT.

EXHIBIT EB

~~SAMPLE~~

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
CULTURAL UMBRELLA
SCHEDULE OF EVENTS

FISCAL YEAR ~~2003~~2004

NAME OF EVENT: _____

Please list all scheduled activities in date and time order. - (if pre-promotion is to be considered indicate the dates of the next season) If funded, you will be reimbursed ONLY for events listed here

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D. CONTRIBUITIONS IN CASH, ANTICIPATED

1) ~~Detail of cash anticipated contributions, sponsorships and grants. List each separately. List all contributors (HARD DOLLARS) supporting the proposed event and the amounts submitted by those contributors.~~

Individual Donations/Contributors

Amount

SUBTOTAL VALUE OF CONTRIBUTORS \$ _____

1 2 3 4 5

2) **E. CONTRIBUTIONS IN-KIND, ANTICIPATED** List all in-kind anticipated contributions (including complimentary rooms, functions, services, and volunteer hours at up to \$10 an hour):

Contributor

Type

Value

SUBTOTAL VALUE OF IN-KIND SERVICES \$ _____

TOTAL VALUE \$ _____

TOTAL CASH CONTRIBUTIONS AND IN-KIND CONTRIBUTIONS \$ _____

1 2 3 4 5

E. Letters of Commitment

~~INCLUDE-Insert~~ **LETTERS OF COMMITMENT FROM CONTRIBUTORS AND SPONSORS FOR BOTH CASH HARD DOLLAR AND IN-KIND CONTRIBUTIONS SERVICES.** Number letters as pages 11.1, 11.2, 11.3, etc.

~~IV. a. Specifically state how you plan to spend the tourist funds requested as listed in expenditure budget, listing names and quantity (e.g., advertising space in local or national newspapers, magazines, brochures, etc.) Actual expenditures may deviate no more than 10% from this budget.~~

~~1 2 3 4 5~~

~~V. QUALITY AND UNIQUENESS OF PROPOSED EVENT~~

- ~~a. Discuss the artistic excellence, uniqueness and tourist appeal of the event. To what extent to which the activity is it unique to Monroe County and/or the District and provides tourist appeal? How does it and promotes and showcase the destination's cultural and historic or environmental resources?~~

~~1 2 3 4 5~~

b. ~~Number of tourists anticipated~~ Number of tourists anticipated to attend the event and actual number attending last year:

<u>Vendors/Participants</u>		<u>Admissions/Spectators</u>	
<u>Anticipated</u>	<u>Actual</u>	<u>Anticipated</u>	<u>Actual</u>
<u>2004</u>	<u>2002</u>	<u>2004</u>	<u>2002</u>

	<u>Vendors/Participants</u>	<u>Admissions/Spectators</u>
Monroe County Residents		
Out of County, Florida		
Out of State		

TOTAL

1 2 3 4 5

c. How past actual attendance determined?

d. How was the anticipated number of persons attending determined?

e. Plan for determining actual attendance at future event

1 2 3 4 5

VI. VALUE OF NATIONAL MEDIA EXPOSURE OR NEW EVENT

- a. Submit a detailed history of national and/or international media exposure of last event, and as a part of its entire package bringing guaranteed television, radio, and newspaper advertising, including estimated reach and source of information. (LABEL AS EXHIBIT "F")

DO NOT INCLUDE PAID ADVERTISING.

OR

- b. ~~For new event, submit in lieu of evidence of past promotional exposure,~~ the anticipated value of the new event to tourism, ~~shall be considered.~~ Include estimated media vendor circulation of your target market. (LABEL AS EXHIBIT "F")

1 2 3 4 5

Criteria for Evaluation:

Scoring will be considered under the following criteria:

- 1 – unacceptable
- 2 - below average
- 3 – average
- 4 - above average
- 5 - excellent

Upon evaluation of events, the total scores will be tabulated and applications not scoring above 36 points will not be considered for funding. Those events that meet the minimum scoring requirements as noted above, will be ranked starting with the highest score. In the case of a tie, the highest score in the Commitment to the Off Season will be the determining factor.

**NON-COLLUSION AFFIDAVIT
AND
VERIFICATION**

I, _____, of the city of _____

according to law on my oath, and under penalty of perjury, depose and say that:

1) I am _____, the bidder making the Proposal for the project described as follows:

2) The prices in this bid have been arrived at independently without collusion, consultation, communication or agreement for the purpose of restricting competition, as to any matter relating to such prices with any other bidder or with any competitor:

3) Unless otherwise required by law, the prices which have been quoted in this bid have not been knowingly disclosed by the bidder and will not knowingly be disclosed by the bidder prior to bid opening, directly or indirectly, to any other bidder or to any competitor; and

4) No attempt has been made or will be made by the bidder to induce any other person, partnership or corporation to submit, or not to submit, a bid for the purpose of restricting competition;

5) The statements contained in this affidavit are true and correct, and made with full knowledge that Monroe County relies upon the truth of the statements contained in this affidavit in awarding contracts for said project.

VERIFICATION

I HEREBY CERTIFY that I have read the forgoing application and that the facts stated herein are true and correct to the best of my knowledge and belief.

President's Name Typed

President's Signature

Sworn to and subscribed before me this _____ day of _____, 20____

personally appeared _____, _____, and _____, known to be the persons named in and who executed the foregoing document.

Notary Public - State of _____

My commission expires _____

(Printed, typed, or stamped commissioned name of notary public)

VII. ATTACHMENTS

1) Organization's total budget and financial statement, compilation, review or audit for the last completed fiscal year.

- 2) **Organization's budget and income/expense report for the last event.**

**SAMPLE
FUNDING AGREEMENT**

THIS AGREEMENT is made and entered into by and between the Board of County Commissioners of Monroe Co Florida, (hereinafter referred to as the "BOCC") and **(name of event sponsor)** (hereinafter referred to as "Event Sponsor");

WHEREAS, the umbrella organization under contract to the BOCC has recommended to the Monroe County Tourist Development Council (hereinafter "TDC"), which has endorsed the recommendation, that certain monies be allocated for promotion of an event;

THEREFORE; in consideration of the mutual promises contained herein, the parties agree as follows:

1. BOCC shall pay a sum not to exceed **(numeric) (written)** for promotion and related expenditures, as described in the event budget, attached hereto as Exhibit A, for production of the **(name of event)** on **(date of event)**. Payment will be made only after Event Sponsor submits invoices and support documentation acceptable to the County Finance Department. The advertising and promotion budget for County funding may be altered as to the individual items, or components, within 10% of the amount stated for that item or component, without increasing the total amount and without requiring a written amendment to this agreement. Monroe County's performance and obligation to pay under this agreement is contingent upon an annual appropriation by the BOCC.
2. **(Insert Name of event sponsor)** shall provide promotion and related services as described in the Sponsor application for funding, Exhibit B, attached hereto. All advertising and public relations services or supervisory advertising and public relations will be provided through the contracted agencies of the Tourist Development Council (TDC) and BOCC. The agencies of record, shall receive payment of work in progress upon submission of documentation invoices associated with said event. **In order for event sponsor to be reimbursed for expenditures, the invoices must be submitted no later than _____, 20_____.**
3. **(Insert Name of event sponsor)** shall reimburse BOCC for any amount of funds expended by BOCC in connection with an event which does not occur as a result of any act or omission by Event Sponsor.
4. **(Insert Name of event sponsor)** covenants and agrees to indemnify and hold harmless Monroe County Board of County Commissioners from any and all claims for bodily injury (including death), personal injury, and property damage (including property owned by Monroe County) and any other losses, damages, and expenses (including attorney's fees) which arise out of, in connection with, or by reason of the services provided, event sponsored, or activities and funding associated with this agreement. Should event involve the serving or distribution of alcoholic beverages, Event Sponsor shall obtain prior to the event a Liquor Liability insurance policy naming Monroe County as a co-insured.
5. **(Insert Name of event sponsor)** shall maintain records pursuant to generally accepted accounting principles for three (3) years after the event and shall permit BOCC and its agents and employees access to said records at reasonable times.

6. BOCC may terminate this agreement without cause upon providing written notice to Event Sponsor no less sixty (60) days prior to the event and may terminate for breach upon providing to **(insert Name of event sponsor)** notice at least seven (7) days prior to the effective date of the termination.

7. **(Insert Name of event sponsor)** is an independent contractor and shall disclose any potential conflicts of interest as defined by Florida Statutes, Chapter 112 and Monroe County Code, Article XXI.

8. **(Insert Name of event sponsor)** warrants that he/she/it has not employed, retained or otherwise had at his/her/its behalf any former COUNTY officer or employee in violation of Section 2 or Ordinance No. 10-1990 or COUNTY officer or employee in violation of Section 3 of Ordinance No. 10-1990. For breach or violation of this provision the COUNTY may, at its discretion terminate this contract without liability and may also, at its discretion deduct from the contract or purchase price, or otherwise recover, the full amount of any fee, commission, percentage gift, or consideration paid to the former or present COUNTY officer or employee.

9. "A person or affiliate who has been placed on the convicted vendor list following a conviction for public entity contract law may not submit a bid on a contract to provide any goods or services to a public entity, may not submit a bid on a contract with a public entity for the construction or repair of a public building or public work, may not submit bids for leases of real property to public entity, may not be awarded or perform work as a contractor, supplier, subcontractor or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017, for CATEGORY TWO for a period of 36 months from the date of being placed on the convicted vendor list."

IN WITNESS WHEREOF, each party has caused this agreement to be executed by its duly authorized representative

the _____ day of _____, 20____

(SEAL)

Attest: Danny L. Kolhage, Clerk

Board of County Commissioners
of Monroe County

Deputy Clerk

Mayor/Chairman

(CORPORATE SEAL)

Attest:

(Event Sponsor)

By. _____

Secretary

By. _____

President

OR

Witness